

IN THE CLAIMS

Below is a complete listing of all of the claims in the application with the status of each claim provided after the claim number. Particularly, please amend claims 1, 4-6, 9-11, 14-16 and 19-20, and cancel claims 2-3, 7-8, 12-13 and 17-18.

1. (Currently Amended) A method of processing a purchase transaction on a retail terminal, comprising the steps of:
- acquiring purchase transaction data by the retail terminal as a result of the purchase transaction performed on the retail terminal;
- formatting the acquired purchase transaction data into a digital purchase transaction record via the retail terminal;
- allowing a first party to the purchase transaction to omit selective emission of purchase transaction datum of the acquired purchase transaction data from the digital purchase transaction record via the retail terminal by a party to the purchase transaction to obtain thereby creating a personalized digital purchase transaction receipt; and
- transmitting forwarding the personalized digital purchase transaction receipt by the retail terminal over a network that is in communication with the retail terminal to the first party to the purchase transaction.

2. (Cancel)

3. (Cancel)

4. (Currently Amended) The method of claim 3 1, wherein the first party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

5. (Currently Amended) The method of claim 1, further comprising the step of:
providing a human readable hard copy of the personalized digital purchase transaction record receipt to the first party to the purchase transaction via the retail terminal.

6. (Currently Amended) A method of processing a purchase transaction on a retail terminal, comprising the steps of:

acquiring purchase transaction data by the retail terminal as a result of the purchase transaction performed on the retail terminal;

permitting a party to the purchase transaction to omit via the retail terminal certain purchase transaction datum of the acquired purchase transaction data to obtain create a modified purchase transaction record;

formatting the modified purchase transaction record into a digital transaction receipt via the retail terminal; and

transmitting the digital transaction receipt by the retail terminal to the party to the purchase transaction over a network that is coupled to the retail terminal.

7. (Cancel)

8. (Cancel)

9. (Currently Amended) The method of claim 8 ~~6~~, wherein the party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

10. (Currently Amended) The method of claim 6, further comprising the step of: providing a human readable hard copy of the digital ~~purchase~~ transaction record receipt to the party to the purchase transaction via the retail terminal.

11. (Currently Amended) A system for processing a purchase transaction, comprising:

~~an input a retail terminal~~ in communication with a network;

~~a processing unit within the retail terminal~~ in communication with said ~~input~~; and

~~memory within the retail terminal and~~ in communication with said processing unit, ~~said memory~~ and storing a plurality of program instructions which, when executed by said processing unit, causes said processing unit to:

a) acquire purchase transaction data on ~~said input retail terminal~~ during the purchase transaction;

- b) format the acquired purchase transaction data into a digital purchase transaction record;
- c) permit omission of selective purchase transaction datum of the acquired purchase transaction data from the digital purchase transaction record by a party to the purchase transaction to obtain create a personalized digital purchase transaction receipt; and
- d) transmit the personalized digital purchase transaction receipt over the network to the party to the purchase transaction.
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12. (Cancel)

13. (Cancel)

14. (Currently Amended) The system of claim 43 11, wherein the party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

15. (Currently Amended) The system of claim 11, wherein the memory has further program instructions stored therein which, when executed by the processing unit, causes the processing unit to provide a human readable hard copy of the personalized digital purchase transaction record receipt to the party to the purchase transaction.

16. (Currently Amended) A system for processing a purchase transaction comprising:

~~an input~~ a retail terminal in communication with a network;

~~a processing unit in communication with said input within said retail terminal~~; and

~~memory within said retail terminal and in communication with said processing unit, said memory and storing a plurality of program instructions which, when executed by said processing unit, causes said processing unit to:~~

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a) acquire purchase transaction data on ~~said input~~ retail terminal in response to the purchase transaction;

b) permit a party to the purchase transaction to omit certain purchase transaction datum of the acquired purchase transaction data to ~~obtain~~ create a modified purchase transaction record;

c) format the modified purchase transaction record into a digital purchase transaction receipt; and

d) transmit the digital purchase transaction receipt over the network to the party to the purchase transaction.

17. (Cancel)

18. (Cancel)

19. (Currently Amended) The system of claim 48 16, wherein the party to the purchase transaction is a consumer who tendered payment during the purchase transaction.

20. (Currently Amended) The system of claim 16, wherein the memory has further program instructions stored therein which, when executed by the processing unit, causes the processing unit to provide a human readable hard copy of the digital purchase transaction record receipt to the party to the purchase transaction.